Mohamed SaadEldin

PROFILE

professionally qualified technical and business Coatings and Paints expert with more than twenty years of experience. Proven abilities in defining company direction, achieving targets and developing new and repeat procedures.

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Nationality *Egyptian.*
Mobility *Egypt, GCC, EMEA, North America, Europe.*
Driving Licenses: *Egypt, UAE, KSA.*
Residence permit: *Transferable Iqama.*

EXPERIENCE

Export Sales Director
Colorama (Tiger Coatings)
MAR 2019 – Present
Cairo, Egypt.

- *Generating and enhancing the sales of the products in other countries.*
- *Analyzing the trends of the customers and developing sales plans and strategies to meet their needs.*
- *Identifying new business opportunities by tapping the potential customers from different countries.*
- *To plan, design, develop and implement different sales activities by researching the customer's needs and requirements.*
- *To make sure that the existing clients are retained and maintained while developing the new customers.*
- *To ensure that the all the sales and marketing activities are carried out within the agreed budgets, volume, sales, and within the given time scales.*
- *To take initiative and efforts to develop constructive and effective solutions to any issues that slow down or hamper the export procedures and activities*
- *To constantly review distributor's performance and monitor their work, so that relevant information can be provided to the management*
- *Attend the meetings with other companies to negotiate, so that to assist in the overall growth and development of the business organization.*
- *market research conduct surveys and study the competitors and their marketing and sales strategies.*
- *Participating in the training sessions, trade shows and exhibitions.*
- *Suggestions to improve the product based on the feedback received from the customers.*
- *Training and mentoring the sales representatives and create awareness about the products in the target countries by conducting advertising and marketing campaigns.*

Business Development Manager & Senior Account Manager
RITVER COATINGS (RAR HOLDING GROUP)
OCT 2016 – FEB 2019
Riyadh, Saudi Arabia.

- *Preparing a plan to startup a powder coatings business in GCC from scratch.*
- *Managing the progress of a powerful business mix (bulk volumes supply contracts, domestic consignment stocks, specifications selling…etc.).*
- *Targeting my old relation prospects to close annual agreements (ALUPCO, Gulf Ext, Eastern Ext, Elite, Emirate Ext, …etc.).*
- *Sharing in developing marketing materials, catalogs, brochures, Qualicoat approvals for super-durable products.*
- *Sharing in developing a specification manual and a guarantee scheme for specification selling activities.*
- *Building a relationship network with architects, consultants, contractors, fabricators and tighten current relation with clients to support added value selling plan.*
- *Sharing in R&D objectives like developing new products (FBE, Super durable, economic whites, wood finishes, …etc.)*
- *Planning and overseeing new marketing initiatives.*
- *Increasing the horizontal sales for current customers while attracting new ones.*
- *Finding and developing new markets and improving sales.*
- *Attending conferences, meetings, and industry events.*
- *Developing quotes and proposals for clients.*
- *Developing goals for the development team and ensuring they are met.*
- *Training personnel and helping team members develop their skills.*
- *Territory and time management for the assigned customers/area.*
- *Investigate the economic conditions surrounding our business such as industry trends and competition.*
- *Conduct extensive market research prior to starting up the business and gathering information throughout the life of the business.*
- *Contact professionals such as an accountant, banker and/or lawyer to provide information for our business.*

Sales and Business Development Manager
AKZONOBEL
SEP 2011–OCT 2016
Dubai, United Arab Emirates.
Jeddah & Riyadh
Saudi Arabia.

- *Territory and time management for the assigned customers/area.*
- *Investigate the economic conditions surrounding our business.*
- *Conduct market research prior to starting up the business.*
- *Prepare a detailed business plan so not to lose sight of our goals.*
- *Attend trade shows, and seminars to keep up to date.*
- *Develop a situation analysis of the company to assist in the development of a strategic plan for the future of the business.*
- *Making accurate, rapid cost calculations on time. Pitching with the right price, not always giving the lowest quote.*
- *Liaising with sales coordinator to check the progress of orders.*
- *Ensure outstanding collections are made on time with an aim at achieving zero bad debts for assigned customers.*
- *Reflecting clear image of client requirements to R&D and sharing in developing his needs.*

Technical manager
United Coating Industries OCT 2006 – JUL 2011
Dammam
Saudi Arabia.

- *Performing R&D activities, Formulating and pricing new Products.*
- *Follow up the raw materials stock, searching for new sources, price, quality wise.*
- *Cost reduction re-engineered products, formulation and machine setting approach.*
- *Applying professional procedures, qualicoat and ASTM.*
- *High profile products, innovative approach.*
- *Preventive maintenance plan following up and spare parts procurements.*
- *Domestic and abroad Customers Technical supporting.*
- *Following production operators and accomplishing their jobs according to time schedule.*
- *Preparing and following up production plan, production reports (weekly, monthly, yearly).*
- *correcting any Malformed product (corrective action).*

Technical manager
EGYCOAT
TIGER COATING
SEP 1999 – OCT 2006
Cairo, Egypt

- *Performing R&D activities.*
- *Recycling of rejected products, raw materials and fine powder.*
- *Formulating and pricing new Products.*
- *Applying Tigerwerk production procedure and Qualicoat policies.*
- *Following up operators and accomplishing their jobs according to time schedule.*
- *Raw materials procurements and new RMs developments.*

Following production operators and accomplishing their jobs according to time schedule.

- *Preparing and following up production plan, production reports (weekly, monthly, yearly).*
- *correcting any Malformed product (corrective action).*

EDUCATION

Institution:	*Ain-Shams University*	**From:**	*SEP 1994*
Degree:	*Bachelor of Science*	**To:**	*JUN 1998*
Major:	*Chemistry*	**GPA:**	*79*

ACHIEVEMENTS

- *Building a life powder coatings business for Akzonobel from scratch all over KSA and Bahrain, in few months.*
- *rebuilt the damaged relationship with customers in UAE and revived a lot of valuable accounts.*
- *QualiCoat approval for EgyCoat , UCIcoat.*
- *Building a life export business for Colorama in Kenya, Saudi Arabia and Bahrain.*
- *A team player to sign a powerful contract for supplying 500MT annually from Akzonobel (Egypt) to ALUPCO in Saudi Arabia and built a close relationship with them.*
- *conducted first AN market survey for powder coating market in Saudi Arabia.*
- *Building a life business for Ritver Paints in Saudi Arabia and Bahrain from scratch.*

LANGUAGES

Language	Speaking	Listening	Reading	Writing
English	*Fluent*	*Fluent*	*Fluent*	*Fluent*
Arabic (Native)	*Fluent*	*Fluent*	*Fluent*	*Fluent*

SKILLS

- *People Management.*
- *Continuous learning.*
- *Digital Marketing.*
- *Flexibility.*
- *Active listener.*
- *Export Sales.*
- *Specification Selling*
- *Target driven.*
- *Analytical thinking.*
- *Team building.*
- *Demand Planning.*
- *commercial acumen.*
- *Interpersonal Skills.*
- *Out of box thinking.*

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COURSES

- *Anti Bribery Course (Akzonobel Academy).*
- *Trade Secrets Certificate (Akzonobel Academy).*
- *Life Saving Rules (Akzonobel Academy).*
- *Careful Communications Certificate. (SGI Global).*
- *Fraud Awareness (SGI Global).*
- *Antitrust Law (SGI Global).*
- *Global Export Control Course (Akzonobel Academy).*
- *Akzonobel Code of Conduct (Akzonobel Academy).*
- *Safety and Environmental Issues Course (Akzonobel Academy).*
- *Preventing Anti-Competitive Practice (SGI Global).*

IT SKILLS

WORD		POWERPOINT	
EXCEL		visual studio.net	
ACCESS		Adobe photoshop	
MS DX		Odoo	
Cognos		Opera	

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